



# Amy Pospiech

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(707) 932-5570

OAKLAND, CA

Self-starter with over 10 years of experience in graphic and web design working on projects for web, mobile, and print. Industry specialities include fashion, software, and healthcare.

- **Design Software:** *Power user* of the Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Sketch
- **Programming:** *Expert in front-end web design languages* CSS, HTML5, PHP, jQuery, Git, Google Analytics
- **Specialities:** Branding, Social Media, Press Kits, Email Marketing, WordPress, Responsive Design, Mobile Design, 3D Design User Experience (UX)
- **Other Highlights:** Agency Experience, Startup Experience, Windows & Mac user including iWork and Microsoft Office

MAY 2011 -  
PRESENT

## COLOR & CODE

Founder, Graphic & Front-End Web Designer

SAN FRANCISCO, CA  
[WWW.COLORANDCODE.BIZ](http://WWW.COLORANDCODE.BIZ)

- **Measure twice, cut once.** Listen to clients' ideas and turn them into brand inspiration boards, wireframes and planning documents. Gather requirements, provide estimates, and create schedules for 20+ projects per year.
- **It's pixel perfect.** Create original graphics for print and web including brochures, direct mail, web banners, mobile sites, and social media content for corporate and nonprofit clients. Testimonials have included "wizard" and "hero."
- **Partner up.** Secure ongoing partnerships with strategic partners, working alongside in-house teams. To date, have established partnerships with four creative agencies and hired 20 specialized freelancers based on project requirements.
- **Get results.** For the American Medical Responders (AMR) of Contra Costa County, designed a microsite that secured a long-term government contract for emergency medical services. For QED Financial Systems, saw an increase in qualified leads — up 12% over a 6-month period — due to work on the site. For Carb Light Living, led a Facebook advertising campaign which generated over 4,000 highly-engaged fans for under \$1,000 within 3 months.

SEP 2008 -  
MAY 2011

## PROSCAPE TECHNOLOGIES

Marketing Communications, Web Designer

HORSHAM, PA  
[WWW.PROSCAPE.COM](http://WWW.PROSCAPE.COM)

- **Design responsively and consistently.** Designed new visual and interactive content for use on the corporate homepage, on devices such as tablet PCs and the iPad, and for sales collateral. Maintained content with a consistent visual style across all applications, to best represent this enterprise software platform used by 7 of the top 10 pharmaceutical companies.
- **Get into the inbox.** Executed e-mail marketing campaigns including original template designs in Constant Contact and MailChimp.
- **Produce all the swag.** Assisted in the production of the company's Annual Summit through creating mailings, brochures, gift bags, and other marketing collateral.

2007 -  
2010

## TEMPLE UNIVERSITY Fox School of Business

PHILADELPHIA, PA

- Degree: Bachelor of Business Administration | Majors: Marketing, International Business
- GPA 3.80 | Business Honors Program | Study abroad in Rome, Italy including Printmaking, International Trade

2005 -  
2006

## LEHIGH UNIVERSITY College of Arts & Sciences

BETHLEHEM, PA

- GPA 3.45 | Coursework in Graphic Design, Business and English including Design Foundations, Creative Writing

Languages: English *native*, Italian *conversational*, French *written*

Awards: Girl Scouts of USA *recipient of the Gold Award, Silver Award, Girl and Scout of Distinction*